

Message Text

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FM SECSTATE WASHDC

TO AMEMBASSY PARIS PRIORITY

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FOR COMAFF/PARIS TRADE CENTER

E.O. 11652: N/A

TAGS:BEXP, FR

SUBJECT: FY 1976 TRADE PROMOTION EVENT PROGRAM FOR FRANCE

REFERENCE: PARIS 15099

1. THE COMMERCE DEPARTMENT'S FY 1976 CONGRESSIONAL APPROPRIATION REQUEST CALLS FOR A MAJOR REDUCTION OF FUNDING AND POSITIONS IN EXPORT PROMOTION PROGRAMS APART FROM TRADE CENTER OPERATIONS. THESE PROPOSED CUTS WILL NECESSITATE AN OVERALL REDUCTION OF MORE THAN FIFTY PERCENT IN PREVIOUSLY PLANNED COMMERCE FUNDED OVERSEAS PROMOTIONAL ACTIVITIES. SHOULD THERE BE A CONGRESSIONAL RESTORATION, IN WHOLE OR IN PART, AN ATTEMPT WOULD BE MADE TO REVIVE CERTAIN PLANNED EVENTS, MOST LIKELY IN THE LAST HALF OF FY 1976, GIVEN LEAD TIME REQUIREMENTS. ACCORDINGLY, THE FOLLOWING REPRESENTS A REALISTIC LEVEL OF EVENTS IN YOUR AREA:

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DATE	THEME	PLACE
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SEP. 15-18, 1975 FLUID POWER EQUIPMENT
--- (SPECIALIZED PROMOTION) PTC

OCT. 20-23, 1975 DATA COMMUNICATIONS &
--- PERIPHERAL EQUIPMENT PTC

NOV. 19-22, 1975 DENTAL EQUIPMENT &
--- SUPPLIES (JEEP) PTC

DEC. 8-12, 1975 ELECTRONIC COMPONENTS PTC

JAN. 26-30, 1976 HOTEL & RESTAURANT EQ. PTC

MAR. 1-5, 1976 PRINTING & GRAPHIC ARTS EQ. PTC

MAR. 29 - APR. 2, 1976 HOUSEWARES & DOMESTIC APPLIANCES
(SPECIALIZED PROMOTION) PTC

APR. 26-30, 1976 TO BE DETERMINED PTC

JUN. 7-11, 1976 FOOD PROC. & PACKAGING EQ. PTC

2. THE ABOVE SCHEDULE REPRESENTS OUR BEST EFFORTS TO AVOID THEME CONFLICTS WITHIN THE COMMERCE DEPARTMENT PROGRAM AND WITH MAJOR EVENTS IN EUROPE, WHILE AT THE SAME TIME ANTICIPATING A REDUCTION OF PLANNING AND PROCUREMENT RESOURCES DURING FY 1976.

3. PROPOSE RESCHEDULE FOOD PROCESSING & PACKAGING EQUIPMENT IN JUNE, 1976 AND MOVE UP HOTEL AND RESTAURANT EQUIPMENT TO FEBRUARY. IN THIS WAY, WE WILL AVOID CONFLICT WITH MAJOR U.S. FOOD PROCESSING EXHIBITION IN SAN FRANCISCO JANUARY 16-21, 1976. PREFER TO HOLD OFFICE & RETAIL ESTABLISHING EQUIPMENT UNTIL FY 1977. BASED ON MOORHOUSE/FIELD TELCON MAR 27, ELECTRONIC INDUSTRY PRODUCTION AND TEST EQUIPMENT DROPPED FROM APRIL SLOT TO AVOID DIRECT CONFLICT WITH COMPOSANTS WHICH WILL FEATURE PRODUCTION & TEST EQUIPMENT. POST SUGGESTIONS FOR ALTERNATE WELCOMED.

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4. REQUEST POST CONFIRM CONCURRENCE THIS SCHEDULE.

5. ABOVE PROGRAM WILL BE TAKEN INTO ACCOUNT IN FINALIZING CCP FOR FY 76. KISSINGER

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